Ain Shams University
Faculty of Engineering
Assignment 2

Principles of Marketing
2009
3rd year mechanical

Part of STP - Segment-Target-Position

Question 1

Suppose you are looking forward to be a market manager and attempting to segment the market for your small company.

- List the benefits that might be sought by the customers.
- List possible segments defined with appropriate labels.
- For members of each segment, estimate the importance or priority for each benefit.
- Combine the segments if their priorities are similar

Question 2

Plot the following organization onto a positioning map. Grocery retailers have chosen for the purpose of this exercise. List eight grocery retailers of whom you have some knowledge or opinion.

The two dimensions that can be taken to make the map are price and quality as shown below.

High price

High quality	**Low quality**

Low price

Positioning Map

Question 4

Make a Perceptual map for each of the following products to show the consumer perceptions of them. Choose the suitable dimensions according to the features of each group :

Group of cars:

Hummer, Honda, Audi, Chrysler, Ford, Land Rover, Jeep, Mitsubishi, Pontiac, Toyota, BMW, Saheen, Subaru, Nisan,

……etc.

Group of shoes

Reibuk, Puma, Addidas, Caterbiller, new Nick Jordan basketball shoes, Oldo shoes, Payless shoes, Sandals; Athletic; boots;……